

# Unit 4

Content Area: **Fine & Performing Arts**  
Course(s):  
Time Period: **Semester 2**  
Length: **6 weeks**  
Status: **Published**

## Unit Introduction

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## Standards

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VPA.1.1.12	All students will demonstrate an understanding of the elements and principles that govern the creation of works of art in dance, music, theatre, and visual art.
VPA.1.1.12.A.1	Articulate understanding of choreographic structures or forms (e.g., palindrome, theme and variation, rondo, retrograde, inversion, narrative, and accumulation) in master works of dance.
VPA.1.1.12.A.2	Categorize the elements, principles, and choreographic structures of dance masterworks.
VPA.1.3.12.D.2	Produce an original body of artwork in one or more art mediums that demonstrates mastery of visual literacy, methods, techniques, and cultural understanding.

## Essential Questions

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- How should Adobe Photoshop be used when designing an advertisement?
- Why is typography so important to the success of an advertisement?
- Why is vector art important to use when designing a project meant for mass production?
- How does advertising influence our lives?

## Content / Skills

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- Advertising vehicles
- Typography
- Target audience
- Printing/production
- Develop advertisements for specific demographics
- Design three dimensional product packages

- Use various Adobe programs together to solve client based projects